



KSHB-TV

# ORDER

Flight Dates 11/03/12-11/06/12

Contract / Revision 316729 / 11/3-11/6

Original Date / Revision 11/02/12 11/02/12 Agency Com 15%

Billing Contact

Advertiser **McCaskill / Democrat / Sena**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Sales Office KSHBL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 13095

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	14	\$8,266.25	\$9,725.00	0.00
Totals	14	\$8,266.25	\$9,725.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	14	\$8,266.25	\$9,725.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/03/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	2	\$750.00	FX	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----			0		\$750.00		0.00			
Week:		11/05/12	11/11/12	MT-----			2		\$750.00		0.00			
N 2	KSHB	11/03/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----			0		\$175.00		0.00			
Week:		11/05/12	11/11/12	-T-----			1		\$175.00		0.00			
N 3	KSHB	11/03/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-T-----	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



KSHB-TV

Print Date: 11/02/12

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Contract / Revision **316729** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **11/3-11/6**

Estimate # **13095**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	11/03/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- T - - - -	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$150.00		0.00			
		Week: 11/05/12	11/11/12	- T - - - -					1	\$150.00		0.00			
N 4	KSHB	11/03/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	M - - - - -	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$150.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$150.00		0.00			
N 5	KSHB	11/03/12	11/06/12	M-F 3-4p Jeff Probst show	CM	3-4p	M - - - - -	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$250.00		0.00			
N 6	KSHB	11/03/12	11/06/12	M-F 4-430p Jeopardy	CM	4-430p	M - - - - -	:30	1	\$700.00	FX	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$700.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$700.00		0.00			
N 7	KSHB	11/03/12	11/06/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M - - - - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$750.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$750.00		0.00			
N 8	KSHB	11/03/12	11/06/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M - - - - -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$900.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$900.00		0.00			
N 9	KSHB	11/03/12	11/06/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M - - - - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$1,200.00		0.00			
N 10	KSHB	11/03/12	11/06/12	NBC Action News at 6p <del>3M</del> Sa 6-630p	CM	6-630p	- - - - - S -	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -					1	\$450.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$450.00		0.00			
N 11	KSHB	11/03/12	11/06/12	NBC Action News at 5p <del>3M</del> NBC Action News at 5p Su	CM	5-530p	- - - - - S	:30	1	\$600.00	FX	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$600.00		0.00			
N 12	KSHB	11/03/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	M - - - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - -					0	\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$1,100.00		0.00			
N 14	KSHB	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M - - - - -	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00



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Contract / Revision      **316729**      Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision   11/02/12/   11/02/12

Order Sep   00:20:00

Advertiser   **McCaskill / Democrat / Sen**   Product **11/3-11/6**

Estimate #   **13095**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 14	KSHB	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M- - - - -	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$1,800.00		0.00						
													Totals	14	\$9,725.00